

Finnish E-Commerce Deliveries to Russian Customers

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<p>Abstract</p> <p>The purpose of the thesis was to make a survey about e-commerce deliveries from the Finnish webstore to the Russian market. This thesis is focused on international logistics, especially on logistic method and costs, customs clearance and the rights of consumers.</p> <p>In the thesis, there is information about the delivery from Finland to Russia using the Finnish company Posti. There are possible ways of the delivery, prices, and other aspects, which Posti suggests to its business customers.</p> <p>The following methods were used in the thesis: research, statistics and interview. Theory part was written based on books and the official laws of Russia and Finland, which were from internet sources and books.</p> <p>As a result, an understanding of the delivery from a Finnish e-commerce entrepreneur to a Russian customer was received. When doing business on the internet realized challenges can be faced. As a conclusion it can be said that delivery is the most important process in online trade and that success of the web store depends on the quality, duration, and time of delivery.</p>			
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1 INTRODUCTION

1.1 The Structure of Thesis

The aim of the thesis was to study the e-commerce delivery from a Finnish web store to a Russian customer.

My task was to take into account the lightweight items at the low costs, especially under 10 kilograms. The whole Russia as the delivery area was considered. Therefore, national postal operators Posti and Russian Post were analyzed. More precise of these organizations the costs, delivery time, problems, safety, tracking services and VAT rate in case of shipment to Russia were focused on.

Rules concerning customs clearance were clarified: limits of sending from foreign countries to Russia and the customs duties. One more important point is the list of the prohibited goods, which cannot be transported through the border and limits for transporting some items.

On the Finnish law level, the following was analyzed: the consumer's rights of returning the item, the right of withdrawal; the documents and actions which are required to be taken by the web store, when the customer makes an order; the transition of the responsibility from the seller to the buyer. Also, taking into account current political situation, attention the sanctions and embargo were paid to, especially on prohibited goods for import to Russia. Furthermore, the VAT rates used by the web store in case of Business to Customers selling abroad were studied.

1.2 Studying methods

The process of writing the thesis was supported by a theoretical background based on official laws and regulations of both considered countries. This part was found on the internet and in books.

Some information was gathered by comparing the existing internet stores and their regulations.

Part of the problems with deliveries is based on social media comments, blogs, from direct users of post services and their practices.

1.3 Halkeama Oy

Halkeama Oy is a limited liability company. It was established in December 2013, in Varkaus, Finland. The company is a complex partner in creating and developing of the web stores.

Halkeama Oy deals with the establishment of e-commerce, develops network services, practices in increasing market area and online sales.

Halkeama Oy has been creating some web stores, taking care of payment contracts in the client's interests and organizing the freight. The experience of the company in e-commerce starts from the running of a small hobby web store to large grocery stores and specialized stores.

Over the years, the company has gathered experience in various industries; it has been involved in the customers' business development holistically to meet the client's demands of today. During the process of operating the web store, the company offers comprehensive development in customer service, marketing, and technical development areas.

2 LAWS AND PRINCIPLES OF E-COMMERCE

2.1 Online Store

By opening the internet shop:

- You create additional extra channels for the marketing of your products via the internet.
- You are creating an online showcase, through which the customer can get to know the assortment of the production (which encourages the customer to make a purchase in this shop).
- You can form a database of the potential customers who want to receive your goods.
- The store is convenient while it is open all time so that the future client can get acquainted with the goods, price, equipment and so on.
- There is no need in a number of payments, for instance, salaries of the vendors, because the internet store performs the vendors' functions: shows the items, informs about the price and takes the orders.
- You are getting a competitive edge among other internet stores – so that you can provide the additional convenience of the customer service (permanently, informative, fast).

2.2 Working Principle of the Internet Store

The main principles of working of the net store, the way of connecting the business processes and the main points for the internet store from the coming of the customer till the ordering moment are listed in this chapter.

The working structure of the internet store goes step by step by the following points:

- the customer enters the web site of the web store
- making order
- payment
- the acceptance of the order by the web store
- transferring the goods to the delivery service (or post)
- delivery process
- after-sales work with the customer (email marketing, advertisement, etc.).

2.2.1 How to Attract the Customer to the Internet Store

To achieve success in the e-business you should attract the clients to your internet store, what is time-consuming and very difficult.

Here are listed the most effective ways that will help in the process of attraction of the customers with the minimal costs.

2.2.1.1 A Beautiful Store

The first thing is to make sure that the website is attractive. The design of the online store is most important because the user's first impression appears just after first three seconds. If the customers do not like it, they probably will not buy anything and will not ever come back.

The website of the store is the representation of it, and it has to be beautiful, professional, modern and aesthetic. This web store is considered trustworthy and more reliable.

2.2.1.2 Advertisement & Activity in the Social Networks

One of the ways that allows the possibility of free promotion is social media. It is advertisement and groups' promotion in the well-known social networks (Facebook, Vkontakte, Twitter, etc.) targeted to the certain segment of the auditorium. The content of social advertisement should be interesting and extraordinary to make people interested in following your website. A marketing channel with no financial expenses appears by managing the attracting potential customers through the internet.

Actual activities, which should be done using social media:

- Post regularly, so that from time to time to remind customers about the web store, do not let them forget it. But do not post too much, it will push the customers away.
- Catch the attention of the customers by asking/replying questions, reply to clients' comments.
- Choose the best and the most popular channels for the business and use graphic. 90% of the information transmitted to the brain is visual, that is why the image content can catch the eye of the potential customer. The image needs to be visually appealing and attention grabbing.

2.2.2 The Process of Purchasing the Goods from the Internet Store

The general steps in the process of purchasing in the internet store are the following:

- The customer enters the web store's website.
- He finds out the required good/goods.
- The customer puts the goods in the shopping cart.
- In the shopping cart, there are suggested common goods or accessories for the chosen items.
- The customer chooses and adds something extra among the suggested items and supplements to the shopping cart.
- The customer accepts the chosen goods and makes the order.
- The cooperator of the web store connects the customer and accepts his order. After that, the cooperator sends the order to the delivery service.

The main idea is not to let the customer leave the website. To succeed in keeping the customer, all these steps should be simple, clear and not require much effort from the user. The following step is processing of the order by the internet store.

2.2.3 Confirmation of the Order

“Before the conclusion of the contract, the seller must inform the consumer fully on the following matters:

- The name and the address of the business and its location.
- The main properties of the consumer goods or service.
- The price, delivery charge and payment terms on the consumer goods or service.
- Other terms of delivery or performance.
- The minimum duration of the contract, if the contract concerns continuous or repeated delivery.
- The terms of a right of withdrawal if the duration of the distance contract is for the time being or more than one year.
- The geographical address of the office where complaints are handled.
- The information of guarantee and the available after-sales service and repair service.
- The instructions concerning the use of right of withdrawal.”

(Surakka, Aapo, 2012,145.)

“The information must be given in a proper way for the means of distance communication used, clearly, understandably and so that the commercial purpose becomes markedly evident. In telephone contacts, the business must notify the consumer of its name and the commercial purpose of the telephone call at the beginning of the call.” (Surakka, Aapo, 2012,145 – 146.)

“The business must confirm the information mentioned in the first five points above the consumer. The confirmation must also contain further instructions for the consumer, including information on the right of withdrawal, the location of the business, information on the warranty and repair maintenance service and the rules for termination a contract when it has been concluded until further notice or for a period longer than one year. The business must complete and send the confirmation in writing or electronically after the conclusion of the contract as soon as possible to the consumer so that the consumer can save it. This strengthens the consumer’s position if there is a dispute between the parties. No confirmation is necessary if the required information was delivered before the conclusion of the contract. However, the business must always to provide the consumer with a visiting address for the possible filling of complaints.” (Surakka, Aapo, 2012,145 – 146.)

2.2.4 Acceptance of the Order by the Internet Store

The sign of a good internet store implies the acceptance of the order as a compulsory operation. After making an order the customer is expecting the confirmation of the item’s availability, the delivery date and time.

When the internet store gets a new order, it should necessarily accept and confirm the order. Notification options:

- A phone call is the most effective way to notify the customer.
- Email notification is most widespread among the internet stores nowadays. After making an order, the customer receives the email with the list of purchases and other parameters of the order (delivery, payment, etc.).
- SMS notifications can be used as an extra step in accepting the order. For instance, the text message can be sent after the phone call for confirmation of the agreement. Some of the internet stores just send the text messages without making the phone call notification.

2.2.5 Canceling of the Item

By the Finnish law of Consumer Rights Protection, the customer has the right of cancelling of the item anytime before receiving of the item. Each internet store has its cancelling regulations, and the customer should get acquainted with these regulations before making an order. Cancelling regulations must be published on the web store's website.

The most suitable way of cancelling the order for the customer is making the call to the manager before packaging the goods.

2.2.6 Right of Withdrawal in Finland

Consumer Protection Act (2005, 27-28) reminds that in distance selling the consumer is entitled to withdraw from the contract by notifying the business within 14 days after receiving the confirmation or the first shipment of the goods if they are delivered later than the confirmation. In the sale of tangible goods, the return of the delivered goods shall constitute withdrawal from the contract.

Another important point is that if the confirmation does not meet the criteria set in the paragraph 2.2.3, the withdrawal period will be three months. If the confirmation is corrected during that period, the consumer is entitled to withdraw from the contract by the previous paragraph as from the date when he/she received the correct confirmation.

"If the consumer receives no information at all he will not be bound by the contract."(Surakka, Aapo, 2012,146.)

By the Consumer Protection Act (2005, 28) restrictions on the right of withdrawal in distance selling:

- The provision of the service or the delivery of the goods electronically was started by the agreement from the customer. It was started before the end of the withdrawal period, and the consumer has been informed of the nonexistence of the right of withdrawal in the confirmation section 2.2.3.
- The price of the goods or service depends on the financial market regardless of the business.
- The contract related to the goods manufactured or customized to the consumer's specifications so that they cannot be resold without the loss or cannot be resold at all.

- The contract relates to goods that cannot be resold by their nature or which spoil/age rapidly.
- The consumer had opened an audio or video recording or computer software that has been delivered sealed.
- The contract is for subscription of newspaper or magazines, and these cannot be offered to the consumer by the telephone call on its initiative.
- The contract is concluded about betting or lottery.

If the consumer decided to use the right of withdrawal, the next step is the return of accomplishments.

“A consumer who has withdrawn from the contract must return the goods or other accomplishments within a reasonable period of time. The business must refund any money the consumer has paid without delay and not later than within 30 days of the return of goods or other accomplishments.” (Surakka, Aapo, 2012,147.)

2.2.7 Delivery and Payment of the Order

Delivery and payment of the order is performed by the following steps:

- Coordinate the delivery date with the customer.
- Order preparation for sending (packaging, adding the advertisement, brochures, and gifts).
- Send the order to customers by the chosen mode.
- Wait for receiving the order from the customer.

2.2.8 Returning of an Item/Returning Logistics

The customer does not have the possibility to inspect the item during the process of distant selling. Therefore, the web store must provide customer with the following information when sending items:

- About the item and its consumer characteristics (the whole list can be found in the law of the Consumer Right Protection, paragraph 10).
- About the order and returning period of the items. This point is very important, and the web store must have the confirmation of this information to the customer. It would be a plus for the internet store to have the copy of this document with the signature of the customer, what proves that the good was given to the customer and he was aware of the process and timing of the return process.

There are no special requirements regulated by law so the text can be developed by the store itself. But there should be listed:

- Address/location of the seller, where the item can be returned.
- Operation period of the seller (times/days).
- The period within the items can be returned (not less than seven days).
- Warning about the need to save marketable condition and good consumer characteristics of the items to return the item to the seller. Also keeping the documents to accept the made deal.
- Period of returning money to the customer.
- Terms and procedure of returning the amount paid by the customer.

2.2.9 Return of Appropriate Quality Item

By the law, the customer has a right to return the item to the seller without any reason, but just within the limited (defined by the seller) period and under several conditions. The time during which the customer can return the goods can be maximally shortened by the seller, but it cannot be less than seven days.

So the customer has the right to return an appropriate quality item without a reason:

- at any time before getting the item
- during seven days after getting the item (but in case the web store did not give information about procedure and timing of returning the item in written form to the customer, then the duration increases from seven days to three months).

Return of the item is possible only while meeting the following conditions by the customer:

- The item has been kept in a good condition with all labels and tags. The point is that the item should not be used.
If the customer sends the item back to the web store by the courier service and the package is wrinkled, the web store cannot refuse from getting the item back, because all the requirements of saving which were mentioned above were exactly about the item, not the package.
- The consumer properties of the item have been kept.
- The documents which confirm the purchase of the item (such as receipt, waybill, packing list, acceptance report). Note that the customer has a right to use witness's testimonies to prove the purchase.

The customer does not have a right to return the item in case the item has individual properties and can be used just by this customer. In other words, if the item was made especial-

ly for this customer, he cannot return it (for example, if the dress or ring was made by the customer's size).

An important thing in internet trade is that there is no list of non-exchange items. This means that the customer can exchange or request a refund for any item including underwear, tights, and perfumes. The right of returning the item is just limited by the return period and the need to return the item in perfect (unused) condition.

If the customer wants to return a good quality item promptly, he must provide the seller the request about the return of the item, the item, and documents. This requirement and the item can be delivered to the seller by the post or personally by his address.

The most important thing is that the seller must clearly mention in the instructions of the returning process that if he gets a damaged item, the customer is not able to get his money back from this purchase. But the customer should make a complaint to the courier company, which damaged the item during the delivery process.

The seller should ensure that the customer observed the conditions prescribed by the law. It is advised to make the observation act of the returned item with photos, mentioning the delivery mode of the item, presence or lack of defects, bad points. The act can be signed by the general director or by the return commission (which could be organized for considering return cases and making up the observation acts). If the seller has documental evidence that the item is returned with the defects or bad marketable condition, the seller can reasonably refuse to refund the customer, and not be afraid of the court claims.

2.2.10 After-Sales Cooperation with the Customer

After the sale do not forget the customer and continue to work with him. The working principle of the internet store is not just a single sale but the increasing amount of the orders from the single customer. Therefore, do not forget the customer after making the order, because:

- If the customer buys the item once and he is satisfied with the quality of the item and services of the internet store, he will probably later return to the website and make a purchase the second time.
- The customer loyalty by his experience is increased in comparison with the new customer.
- The customer expects to receive valuable information from the internet store by leaving the email address and subscribing to the news.

Therefore continue to deal with the customers via email-marketing tools. Its idea is the division of the auditorium by the unlimited amount of segments and working with each segment separately. It includes sending to the customers and the subscribers the information of the current campaigns and promotions, reviews of new and popular products, as well as other aspects which might interest the buyers. They should be written in no standard manner, which attracts the buyer attention and makes them interested in the cooperation exactly with your web store. Remember that the main thing is to solve the client's problems.

2.3 Laws of Russian Federation

2.3.1 Right of Withdrawal in Russia

According to the Consumer Law of Russian Federation, Article 26.1 Law of withdrawal gives Russian customer the right to withdraw from the purchase at any time before receiving it or during seven days after receiving the item.

In case the information about the returning process and duration of the appropriate quality item was not provided to the customer at the moment of the product delivery in written form, the customer has a right to withdraw from the purchase within three months from the date of receiving the item.

Return of the appropriate quality item is possible if marketable condition and consumer properties are kept and there is a document which proves the purchase fact and terms. In the case of lack of the document which proves the purchase fact and terms, the customer can cite other proof of the purchase from the seller.

As in the Finnish right of withdrawal, the customer is not able to withdraw from the item which was manufactured or customized exactly for the customer and has its individual properties.

If the consumer withdraws from the purchase, the seller must return his money paid by agreement but not the return delivery expenses, not later than after ten days from submitting the corresponding requirement.

2.4 E-Commerce Delivery Options

Delivery charges and options are important factors in many customers' decisions to make the purchase from the web store. There are some web stores, and each of them provides the customer with its delivery offers, which have variable costs, duration of the sending, mode of the transport used. The customer can choose the web store which has the lowest price for delivery, or this one where the delivery costs nothing. Other points, which may also be taken into consideration from the customer's side are the delivery time and other options, for instance, possibility to return the item during limited duration of time; some of the web stores even pay the return expenses in case of return.

There are five key tips for retailers which help to make the delivery options and charges more attractive to customers. The cost of delivery has to be clearly displayed. It can be a crucial factor in a customer's decision to make a purchase, so it is significant that charges are easy for users to find. This means that delivery costs must be displayed on product pages. If the price of the delivery cannot be easily found by the person, the web store has a risk of losing the potential customers.

The next option which can make the difference between winning and losing the sale is providing the customer with the possibility of next day delivery. With this point, the webstore can hold impatient customers, those who want to receive the item as quickly as possible. One important point should be made clear here: if the store offers next day delivery, it should mean exactly that, not the next working day or any other day.

Not everyone can afford to stay at home all day and wait for the delivery, so ideally two-time slots would be convenient to be provided for the customers. But if the company can offer at least AM and PM delivery, this would be more appealing to the customers. E-commerce companies, which expect people to sit at home and wait for a courier's arrival the whole day, are losing.

One of the most powerful weapons in any e-commerce is offering free delivery for the customer. By the statistics, it was found that more than third of consumers said that a free delivery offer was the most important factor in their recent purchase decision.

Even if the web store cannot offer free delivery for the small items, there is a possibility to experiment and remove the delivery charge for higher value purchases.

Companies spend a lot of time, money and efforts on attracting users to their website and converting them into paying customers, so the satisfaction of the delivery in time as it was

promised is essential. The timely delivery guarantees that the customers are more likely to buy from this site again and recommend it to their friends, but if the duration of the delivery does not match with the promised duration, the reverse effect will apply.

3 DELIVERY TO RUSSIA

3.1 Customs and Delivery Options

International mail can be sent to the customer in two possible ways:

- Using governmental postal service of the sender's country which has rights to deal with international mail or EMS (Express Mail Service). Mostly, this is the most common and cheapest delivery way of express mail. If there is no need to pay customs duty, the customer gets the parcel in the local post office, after he receives the notification in his postbox.
- Using international courier services, which has no rights to deal with the international mail, such as DHL, FedEx, UPS, TNT, etc. This way of delivery is usually characterized with the higher costs and speed of delivery. But using this way, the customer receives the parcel from the courier, who brings it to his home, which is certainly more convenient. If international mail has to be obliged by the customs duties, usually, these companies take extra payment for the services of a customs broker.

Postal administrations of the countries – members of the EU, provide reception, processing, transportation and delivery of international mail by the terms of the Universal Postal Convention. In case the parcel is sent by the postal service of the state, then on the territory of the Russian Federation the "Russian Federation Post" will carry out the customs clearance and delivery.

In case the parcel was sent via a courier service, the customs clearance will be made by this service (within special limits), or directly by the recipient in person or using the services of a customs broker.

Since the 1st of July 2010, in Russia flat rates for the customs duties have been set, no matter what kind of organization is carrying out the processing of the mail. Customs regulations regarding to collection of customs duties are now almost identical with the state postal and courier services.

3.2 EMS

EMS is international postal Express Mail Service, for documents and merchandise, offered by postal operations of the Universal Postal Union. UPU is the second international organization worldwide and consists of 192 member countries. In Finland the EMS operator is

Itella Corporation; in Russia, it is the EMS Russian Post – Subsidiary of FSUE Russian Post.

EMS customer can track their EMS items using the EMS tracking service. To each EMS item, there is given a 13-digit number, which the customer can obtain from the sender.

3.3 Customs Clearance

The items sent outside the European Union, except the personal goods sent by private persons, have to be declared by the customs authorities. When items' total customs value exceeds 1000 Euros (to the address of one recipient from one sender by one transportation/carriage document) or if for the items are applicable to special protective, anti-dumping and compensation measures, as well as bans and restrictions, are observed.

Goods sent by mail abroad are subject to customs duties. It happens if the value of the parcel is more than 1000 euros and weight exceeds 31 kilograms or at least one of the conditions is met. Then taxes are 30% of the item's customs value, but not less than four euros per one kilogram of its weight.

Under the International postal agreements, the customs declaration must be completed by the sender and fixed to the package. The form of declaration for the parcels which must be used is CN23. The declaration includes a description of the item, value, and the status (gift/commercial item). The sender has to ensure that the declaration is completed and filled in accurately because by the customs law the sender is legally responsible for the information in the declaration.

3.4 The List of Prohibited Goods for Import/Export

The Russian post organization offers solutions for the business. The company has published the list of the prohibited goods for the import or export for the legal entity.

In all types and categories of international postage it is prohibited to transfer the following items:

- Items of obscene and immoral nature.
- Counterfeit and pirated articles.
- Items, which may cause a danger to postal workers or general population by their nature or packing. Items which may damage other postal items, postal equipment or property of the third party.

- Documents of current and personal correspondence, as well as any correspondence, exchanged between people other than the sender and the recipient, or persons living with them.
- Russian Federation and foreign banknotes.
- Any kind of weapons, its basic parts, ammunition and other parts, structurally similar to civilian and service weapon products.
- Explosive and flammable substances, explosives, blasting agents.
- Living animals, except bees, leeches, silkworms, which can be forwarded in the presence of a veterinary certificate.
- Conditionally pathogenic and pathogenic organisms (disease microbes).
- Perishable goods.
- Alcoholic beverages, ethyl alcohol, beer.
- All kinds of tobacco products and smoking mix.
- Gems in any form and condition, natural diamonds, except jewelry.
- Narcotic drugs, psychotropic substances and their precursors.
- Ozone-depleting substances.
- Hazardous waste.
- Poisonous substances.
- Plant protection products covered by Annexes A and B of the Stockholm Convention on Persistent Organic Pollutants of May 22, 2001.
- Instruments for extracting aquatic biological resources:
 - Ready-made fishing nodal nets made from the synthetic or other polyamide monofilaments with a less than 0.5 mm diameter of filaments and mesh size of less than 100 mm.
 - Electrofishing systems and devices consisting of electrical signal generator connected to the conductors and the batteries, which together can extract the aquatic biological resources using electric current.
- Printed and audiovisual materials:
 - Containing appeals for extremist and terrorist activities or public justification of terrorism, pornography.
 - Produced or distributed in violation of the laws of the Customs Union of the Eurasian Economic Community on elections and referendums.
 - Aimed at promoting propaganda Nazism or symbols similar to Nazism attributes.
 - Containing other information that can cause harm to political or economic interests of Russian Federation, its national security, health, and morality of the citizens.

Therefore, it is prohibited to import the following attachments for personal usage (sent to/by natural person for purposes not related to business activities):

- special technical devices, intended for collecting secret information
- organs, human tissue, blood, and its components
- radioactive materials
- cultural values
- plants in any form and condition, seeds
- waste and a scrap of ferrous and non-ferrous metals
- raw precious metals, scrap, and waste of precious metals, ores and concentrates of precious metals and raw materials containing precious metals
- mineral raw materials (natural raw stones)
- information about subsoil.

3.5 Sanctions and Embargo

3.5.1 EU Sanctions

The first package of sanctions from the European Union, USA, Australia, New Zealand and Canada against Russian Federation was entered in the middle of 2014 after accepting the offer of Republic of Crimea to join Russian Federation. Those measures included the freezing of assets and the visa restrictions for individuals included in special lists, as well as the prohibition for their companies to maintain the business relationships with the individuals and organizations included in the list. Subsequent expansion of sanctions (April-May) was associated with worsening the situation in the East of Ukraine. The next list of sanctions was connected with the Boeing 777 in June 2014.

General sanctions list promoted by the European Union:

- 6th of March, 2014 the negotiations on visa facilitation and new basic agreement with Russian Federation were stopped;
- 17th of March 2014 sanctions on Russian and Crimean politicians and officials (individuals) were imposed: prohibition of entering the EU territory or transit, as well as freezing all funds and economic resources which belong/owned/controlled by these persons;
- 20th of March 2014 EU-Russia summit, scheduled for June 2014 was cancelled;
- 21st of March 2014 the list of persons against whom the sanctions were imposed was complemented with 12 government and military figures of Russia and the Crimea, as well as the head of agency "Russia today" Dmitry Kiselev;

- 25th of March embassies in Russian Federation were restricted to give all kinds of visas for the Crimea inhabitants;
- 17th of April 2014, European Parliament called to abandon the construction of the gas pipeline "South Stream" in the resolution of the recommendatory character;

This is not the whole list of sanctions; all the time appear new ones. More and more people get a prohibition on entering the EU and other countries, as well as the list of sanctions on the companies includes more and more companies.

3.5.2 Russian Embargo

On 6th of August was prohibited import on the Russian territory of several kinds of agricultural production, raw material, and food products, against the countries, which promoted sanctions against the Russian entities and individuals or shared this decision. The list of the prohibited products includes meat and milk products, fish, vegetables, fruits, and nuts. The total annual import volume which came under the sanctions is estimated to be nine billion dollars the US.

Later, 11th of August, government purchases of the light industry from foreign suppliers have also been limited. The list of goods included tissues, outwear, special clothing, underwear, fur and leather clothing. These measures apply to all countries except the members of the Customs Union (Members of the Customs Union are Kazakhstan, Russia, Belarus, Armenia, Kyrgyzstan).

On 20th of August the government of Russia excluded from the sanctions list lactose-free milk, salmon and trout fry, seed potatoes, onion, a hybrid of sweet corn and onions, dietary supplements.

4 POSTI AND TRANSPORTATION TO RUSSIA

International e-commerce requires special knowledge about the export, taxation, and customer protection. The Finnish post helps businesses to select the suitable type of delivery to foreign countries, including Russia.

Posti can transport the items to companies or private individuals to the destination outside Finland. Transport schedules are agreed in advance, and there is a possibility to track the item all the way to its destination.

Posti has three solutions for business: parcel home delivery, pick-up postal outlet and transportation to a corporate address. The last one does not cover the territory of Russian Federation. Further, two following ways of delivery are considered: home parcel delivery and pick-up from postal outlet.

4.1 Value Added Taxes

Posti's official "Price list for the Cash Services" from February 9th, 2015 claims that services, which are paid for the stamps or cash at Posti outlets are exempt from VAT. Among the others, also postal parcels up to 10 kg are included in these services. It is noticed that items, which are sent outside the European Union are subject to 0% VAT.

4.2 Parcel Home Delivery

EMS (Express Mail Service) is the fastest possible option for transporting parcels and documents abroad. It is a service for urgent delivery. It is a cost effective, scheduled transport service to more than 180 countries all around the world, including Russia. Items are transported abroad separately from other mail using the fastest transport alternative and always tracked.

4.2.1 Delivery Time

Delivery time takes from two to eight working days, excluding the mailing day. The company is not responsible for delivery delays arising from the customs inspections or other measures in the country of destination. The country code of Russian Federation is RU. It relates to the third payment zone.

Delivery times are estimated approximately. Times are given according to working days (Monday-Friday).

TABLE 1. Delivery times, parcel sizes and tracking possibility

	Parcel (EMS)	Priority
Estimated delivery time		
Region 1 - Whole Russia	5-8 days	14 days
Region 2 – Moscow, Saint-Petersburg	3 days	6 days
Dimensions		
Maximum weight (kg)	30.00	20.00
Maximum length (cm)	150	105
Maximum width/thickness (cm)	-	-
Length + circumference maximum (cm)	300	200
Minimum size (cm)	27*18	27*18
Additional services		
Tracking in the destination country	+	+

4.2.2 'Prinetti'

Contract customers of Posti are provided with the 'Prinetti' address label printing software and the adhesive laser address labels free of charge. It is printing software for the domestic and international deliveries, which is developed by Posti. 'Printinetti' works over the internet, its address labels can be printed only with a laser printer, which supports A5 laser sticker address labels. Printing materials and other information about the 'Printinetti' are available for the ordering from the following website: <http://www.posti.prinetti.fi/>.

4.2.3 Documents and Prohibited Goods in Case of Sending to Russia

According to the Posti's website information restrictions for shipment are the following:

- items and substances that are prohibited by the Universal Postal Union (UPU)
- specific bans and restriction of the destination country.

Such valuable items as cash, tradable securities, precious metals, gems and others must always be insured for the delivery. EMS good deliveries to destinations outside the European Union containing goods must be accomplished with appendices required by the customs declaration.

TABLE 2. Attached documents (www.posti.fi)

Attached documents	
Supporting documents	<p>Packages: dispatch note (including the customs declaration), one separate customs declaration CN23, pro forma invoice or invoice in three copies (+ other documents required for customs clearance), import licensing for certain commercial goods, certificate of origin for the goods trade. Supporting documents are completed in English, Russian or French. Full exact address of the recipient is required.</p> <p>Customs Declaration CN23 can be filled online by this link: http://www.posti.fi/liitteet/lahttaminen/tulliluettelo_cn23.pdf.</p>
Prohibited goods	<p>Currency of any country, government bonds, lottery tickets and cancelled securities, printed and audiovisual materials which may harm the interests or rights of individual citizens of the state, raw and treated semiprecious stones and amber, all types of precious metals regardless the condition, raw and treated natural precious stones, pearls and pearl products, not developed movies, the cultural items including postal stamps over 100 years old, souvenirs and cultural objects over 50 years old, official documents (passports, identity cards, workbooks, etc.), products of animal origin, primary products, feed and ingredients used for producing of meat and meat products, homemade sausages, milk and milk products, fish and fish products, seafood and products made from these materials, all kinds ready-made food products, fresh fruits and root</p>

	vegetables, natural plants, live animals and insects, biological preparations. Weapons and military equipment, alcoholic beverages, tobacco products, medical products prescribed.
Customs clearance	See 3.3 Customs clearance.
Additional information	Currency Russian ruble (RUB). Regional name: EMS Pochta Rossii.

4.2.4 Sending and Tracking

According to the agreement, deliveries are picked up from the sender. Also they may be dropped off at a postal outlet (dispatch the following working day).

Senders are allowed to use their transport packages. But there are available special packages at postal outlets. Their price is included in the price of the delivery:

- SealPack delivery bag (B3) for goods and documents.
- MaxiPack cardboard box for light goods (inner dimensions: 40*25*6 cm)

Tracking of the item can be made using the link <http://www.posti.fi/business/posti-at-your-service/tools-and-forms/track-item.html> and entering the item code consisting of a combination of letters and numbers.

Items will be delivered to the recipient's address. Note that post office box address cannot be used.

4.2.5 Damage and Compensation

The seller must make queries of an item to investigate the damage and to receive any compensation within six months of the item's dispatch date. The service includes maximum compensation for lost, theft and damaged EMS items up to EUR 1,680.

Posti may compensate the full or parties' charge for transportation of the Priority item due to considerable delay. Period of 14 days is considered as a considerable delay. Other information about products terms for international transport services can be found in the link: <http://www.posti.fi/liitteet-yrityksille/ehdot/kv-kuljetuspalvelujen-tuote-ehdot-en.pdf>.

4.3 Pick-up from a Postal Outlet

This kind of parcel is Priority. The destination is anywhere in the world. In the international postal network, the parcel can be tracked by the item ID in most countries. The customer receives the parcel at the nearest service point. Also in many countries, Priority parcels are delivered to the recipient's address.

4.3.1 Delivery Time

Posti defines the time of delivery to Russia between 6-14 days, excluding the mailing date.

The company is not responsible for delivery delays arising from the customs inspections or other measures in the country of destination.

For this kind of delivery option, the duration of the delivery to Russia posted on the official Posti's website. I compared delivery time for both Priority and EMS parcels in Table 2, which can be found in the paragraph 4.2.1.

4.3.2 Documents

'Prinetti' service is available for the contract customers, under the same conditions as it was mentioned in the paragraph 4.2.2 'Prinetti'.

No customs documents are required for sending thin (less than 3 cm) letters. For larger item customs declaration CN22 should be used.

For the goods with a value less than 300 euros, CN22 declaration is used for small and CN23 for large items. In case the value of the item varies between 300-1000 euros CN23 is used. And if the value of the item exceeds 1000 euros there are used CN23 and online export declaration.

4.3.3 Receiving

According to the information from the Posti's official website, in Russia Priority parcels are delivered to the recipient's nearest postal outlet. The recipient gets a notification when his parcel arrives.

The import restrictions are the same because they are set by the destination country. Other aspects are similar with the sending EMS parcel.

4.4 Item Pricing and Dimension

The minimum size of the parcel is 25*15*3 cm. The maximum weight of the parcel is 30 kg. Maximum size of the Priority Parcel is the length of 200 cm; or length plus circumference 300 cm.

The maximum size of the EMS parcel is length 150 cm; or length plus circumference 300 cm

TABLE 3. Prices for the Express Mail Services (www.posti.fi)

	Zone 1	Zone 2	Zone 3	Zone 4
	EUR	EUR	EUR	EUR
DocPack, max. 500g	37.20	40.62	44.31	48.58
Shipments of goods:				
Item	37.94	41.40	45.10	45.10
Kg	3.275	4.476	7.096	16.673

The fastest way to deliver abroad is EMS and in Table 3 prices for the delivery are listed. As Russia belongs to the Zone 3, sending of 1 kg will cost 7.096 euros.

TABLE 4. Prices for Priority Parcels.

	Zone 1	Zone 2	Zone 3	Zone 4
	EUR	EUR	EUR	EUR
Item	23.83	23.83	25.85	25.85
Kg	1.528	2.020	3.056	8.286

From the Table 4, it is seen that the delivery price per one kilogram is two times less than EMS parcel has.

4.5 Return

As it was mentioned in the theory part of the thesis, the customer has the right to refuse from the parcel without any special reason within 14 days after picking up the parcel.

The last changes on the return to the internet store were made in the Finnish Consumer Protection Act on June 13, 2014. Since this time, web stores have not been obligated to pay return costs.

There is a possibility for the web store to sign a return contract for the customer, which can offer its customers free of charge product returns. If the web store does not offer free of charge returns, the customer pays the return costs.

If the item is not collected from the postal outlet within the storage period of two weeks and the original sender does not have the return contract, the original sender pays for the returning of the item, based on the Economy Letter price list. To large-sized letters is added additional cost for Maxi Size.

Table 5 was taken from the official website of the Posti company and it shows the maximum permissible parcel's and letter's dimensions and weight. Also, there is mentioned the case when the special handling is used: when the dimensions exceed 120*60*60 cm.

TABLE 5. Possible dimensions & size limitations in case of sending the item back (www.posti.fi)

Maximum dimensions and weight
<ul style="list-style-type: none"> For cylinder-shaped shipments, the length + the diameter x 2 should be no more than 1,040 mm, with a maximum length of 900 mm. Length + width + thickness combined no more than 900 mm; however, the maximum length is 600 mm. Weight less than 2 kg
Parcel dimensions
<ul style="list-style-type: none"> weight 0.25-35 kg minimum dimensions 25 cm x 15 cm x 3 cm maximum dimensions 120 cm x 60 cm x 60 cm
The item is always subject to special handling if the contents are fragile or the dimensions exceed 120 x 60 x 60 cm.

4.5.1 Right of Withdrawal in Russia

As well as delivery is made for Russian customers, to avoid any misunderstanding and failure situations, it would be preferable to use Russian law of the right of withdrawal. It is included in the customer protection law, which regulates relations appeared between consumers and manufacturers, executors, importers and sellers in case of selling good (making work or providing services), defines the rights of the consumers to purchase goods (work, services) of good quality and safe for life, health, environment and others, obtaining information about goods and producer (seller), governmental and public protection of their interests and also determines the mechanism of realization of these rights.

According to the 25th article of the Russian federal law about "Consumer right protection", consumer is able to exchange the non-food products appropriate quality with the similar goods from the same seller, which did not approached in shape, style, colour, size or configuration, within 14 days (not counting the day of purchase).

The right to exchange the goods available to the consumer under the following conditions. The acquired good was not used; it still has the marketable condition, consumer properties seals or factory labels. There is a receipt or any other document which proves the payment of the good. But the lack of receipt does not deprive him to use the witness's testimonies. Also, purchased item should not be included in the list of goods which are not subject to the exchange, approved by Russian Federation Government Resolution (list of them is reproduced in 4.5.2).

If the same item is not for sale on the day of appealing of the consumer to the seller, the consumer has the right to refuse performance of the contract of sales and request a refund of the paid for the goods sum. The requirement for a refund, as well as the requirement for the exchange of goods, is better to be issued in written form because the law contains a reference to a three-day period for the seller to meet (from the returning goods and requesting the refund paid for the goods).

If the consumer does not want to refuse to perform the contract of sales, the agreement with the seller of the exchange goods can be performed, when the similar items appear on the market again. In this case, the seller has to inform the customer immediately on receipt of the same goods on sale.

4.5.2 Who Pays Return Shipping?

When a customer wants to return the item back to the web store, there is the question: "Who should cover expenses of return, customer or seller?"

In this situation it depends on the reason for return which side has to pay return expenses:

- Proper quality item. Return shipping is paid by the customer, so the customer pays postal services at his expense to send the item back.
- Improper quality item, assortment or quality. Firstly, the customer sends the package to the address of the web store at his expenses but later this cost should be offset by the internet store. In this case, the mistake was made by the web store's fault.

4.5.3 Unexchangeable Goods

There is the list of the goods which are not subject to exchange:

- Items for prevention and treatment at home (sanitary and hygiene items made of metal, rubber, textiles and other materials, tools and medical instruments, tools for oral hygiene, eyeglass lenses, subjects of child care, drugs).
- Personal hygiene items (toothbrushes, combs, barrettes, hair curlers, wigs, hair-pieces and other similar products).
- Perfume and cosmetic products.
- Textile products (cotton, linen, silk, wool and synthetic fabrics, non-woven products such as fabrics – tape ribbons, lace); cable products (wires, cords, cables); building and finishing materials (linoleum, film, carpet) and other products, which are released in the footage.
- Sewing and knitted goods (sewing and knitted underwear, legwear).
- Products and materials in contact with food products, made of polymer materials, including single-use (dishes and tableware and kitchenware accessories, container and packing materials for storage and transportation of food products).
- Household chemicals, pesticides, and agrochemicals.
- Household furniture (furniture sets and kits).
- Products made of precious metals, with the precious stones, from precious metals and with inserts from the semi-precious or synthetic stones, faceted gemstones.
- Cars bicycles and motor goods, trailers and number units for them, agriculture tractors, boats for domestic purposes.
- Technically complex products for household purposes with the guarantee (metal cutting and woodworking machines, household electrical machines and appliances; household electronic equipment; computing, copying, photo and video equipment, telephones, and facsimile equipment; electro musical instruments, electronic toys, household gas appliances and devices).
- Weapons, major weapon parts of civilian and service firearms, ammunition.
- Animals and plants.
- Non-recurrent publications (books, brochures, albums, maps and printed music, calendars, booklets, publications, reproduced on the technical media information).

4.5.4 Returning a Letter

If the weight of the returning item is less than two kilograms (letter) and it is less than three centimetres thick, the receiver can return it straight to the mailbox or a postal outlet. In

case, if the online store has signed a contract of customer return, the web store will receive an invoice for the postage fee of the return.

4.5.5 Returning parcel

In the case of returning a parcel with a weight of more than two kilograms, the receiver should take it to a postal outlet and fill the customer return label. One part of the label the person gets as a receipt. In some cases, the customer return label is attached to the item by the original sender beforehand.

Refusal period is 14 days after getting the parcel from the postal outlet.

The storage period in Parcel Points is seven days, but in Russia, those Parcel Points are not common. Storage period for uncollected parcels at the postal outlet is the week of arrival plus two calendar weeks. If the item is not picked-up during the period of 14 days, the parcel will be returned to the sender based on the sender's details on the item.

5 RUSSIAN POST

5.1 Company Description

Russian post is governmental company and operator of the postal network across the country. It is a member of the Universal Postal Union. The company was founded in 2002. Russian post has its app, by downloading which you can track packages and use other useful for customer options.

It is all the time developing organisation. Nowadays, Russian Post is planning to make air-park to achieve deliveries from China faster. The reason is that there is a huge volume of packages from China; so the company is planning to buy some planes for the company to implement straight air transportation from China and to the Far East.

5.2 Feedback from Customers

First of all, I want to notice that if the customer got his parcel in the best way, he probably would be thankful and happy, but he would not go to the internet and start to write positive feedback for the delivery company. There is an option that he can write positive feedback for the web store where he ordered the item, but not for the post. That is why on the internet mostly negative feedback is collected and strange stories about in which condition customers got their order. In the following there are some examples.

One of the examples is that the parcel was sent to one destination, address and another information of the receiver was filled correctly. But in the middle of the way to the receiver, it changed its direction and went to a totally different city. Then again it went to another city. After a month, this parcel came back to the sender. The sender tried to contact support service office but did not succeed. As a result, the operator asked the sender to pay for the delivery services again, when the sender tried to send the parcel the second time.

Somebody had a problem with tracking of the parcel from abroad when tracking status on the website was not renewed for a long time. Another problem with tracking status was the following: the receiver in Russia was checking the current location of the international parcel. On the website, it was shown that the parcel has already crossed the border and had been in Russia for three days. But, when the customer called the post hotline, operators told her that the parcel is still abroad.

Other complaints were given according to the duration of delivery. The person sent the item as express delivery, and it had to reach the destination within 3-5 days, as it is determined. But the parcel was lost on the way. The sender wanted to write a complaint letter but the

operator told him that 8-10 days is not a lost if the duration of express is even shorter than this time.

The theft was another widespread reason for making the complaints among clients of Russian Post. Mostly the parcels were opened somewhere during the delivery. When the receiver got the parcel visually, he could not define that time that the item inside the package was stolen and changed to the chocolates or other things to save the weight. In that case, the outlook of the parcel was quite okay, and you could not define that it was even opened. In such situations customers, who brought the parcel home and just there realized that item was stolen, could not get any compensation by the post. Because by the law, the receiver should open the parcel straight at the post office and then if there were any problems Russian Post would help to solve them or compensate for the loss.

6 CONCLUSION

In this thesis Finnish e-commerce aimed to the Russian customer was introduced. Especially there was considered a way of transportation and common questions which the web store can face when organizing logistics from Finland to Russia. Of course, every business has its unique challenges which it should overcome to develop the most efficient strategy. In this thesis, there are listed just the common aspects and parts, which Finnish web store can face when it starts to organise the logistic option to Russia. Delivering strategy is vital for the company because the success of the web store depends on the quality, duration, and time of delivery.

While organizing the delivery, there were such questions as data management, insurance, tracking, price comparison, customs clearance, documentation. Some of these aspects were based on the proposal of Posti company, which is well-known and reliable. That gives customers confidence in the ability of the sender to deliver the order on time and undamaged, even if the business is relatively new and unknown. Also a part was included where problems and fault situations of Russian Post were considered, which are useful to know to be prepared for the problem situations which can appear during the delivery process.

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8 APPENDICES

8.1 Customs Declaration CN 23

Posti Group Corporation				CUSTOMS DECLARATION		CN 23	
From	Name		Sender's Customs reference (if any)	No. of item (barcode, if any)		May be opened officially Important ! See instructions on the back	
	Business						
	Street						
	Postcode	City					
	Country						
To	Name		Importer's reference (if any) (tax code/VAT No./importer code) (optional)	Importer's telephone/fax/e-mail (if known)			
	Business						
	Street						
	Postcode	City					
	Country						
Detailed description of contents (1)		Quantity (2)	Net weight (in kg) (3)	Value (5)	For commercial items only		
					HS tariff number (7) Country of origin of goods (8)		
			Total gross weight (4)	Total value (6)	Postal charges/Fees (9)		
Category of item (10)		<input type="checkbox"/> Commercial sample <input type="checkbox"/> Returned goods <input type="checkbox"/> Other		Explanation:		Office of origin/Date of posting	
<input type="checkbox"/> Gift <input type="checkbox"/> Documents							
Comments (11): (e.g.: goods subject to quarantine, sanitary/phytosanitary inspection or other restrictions)						I certify that the particulars given in this customs declaration are correct and that this item does not contain any dangerous article or articles prohibited by legislation or by postal or customs regulations	
<input type="checkbox"/> Licence (12) No(s). of licence(s)		<input type="checkbox"/> Certificate (13) No(s). of certificate(s)		<input type="checkbox"/> Invoice (14) No. of invoice		Date and sender's signature (15)	

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CLEAR FORM

PRINT

8.2 Contact of Business Customer Service of Posti Company

Questions to the business customer service of Posti (my letter):

'Hello,

I am a student of Savonia University in Varkaus and now I am writing thesis work about e-commerce and delivery from Finnish web store to Russian customer. I was considering EMS and Priority Parcels delivery ways for the small items, which weight is not more than 10 kg in Posti company. I would like to get the information about the delivery prices for sending from Finland to Russia (from the web store to the individual customer).

I would be grateful if you could answer this question and in case you could provide me with some other useful information about the delivery and other aspects concerning the e-commerce trade ways, which are used by the Finnish web stores in your company.'

Reply from the business customer service:

'Through us, you can deliver your items directly to Russia or your Russian customers can pick up the products they have ordered from pickup points in Finland. We can also help you help customs clearance or marketing.

You can send Priority and EMS parcels to Russia. Price depends of the payment method, depending if company is Posti's contract customer or if the payment is made in cash.

You will find all of our price lists here

<http://www.posti.fi/business/posti-at-your-service/prices-terms-and-payment-methods/price-lists.html>

If you have any questions, please don't hesitate to contact our Corporate Customer Service number +358 200 77000 (local call charge/mobile charge) Mon-Fri 8 a.m. - 5 p.m. or e-mail businesscustomerservice@posti.com'